ABSTRACT

SMA Harapan 3 Medan is a private school that already has an active school clinic with a doctor as a manager and a nurse as a health officer. Health service at SMA Harapan 3 Medan has not included 10 health services in school. This research aims to find students’ willingness to health service at SMA Harapan 3 Medan by applying conjoint analysis by traditional conjoint method.

The first step of the research is determining attributes and levels of health service obtained by discussing with stakeholder (a principal, parents, a nurse, and students). The result of the discussion are 4 attributes of health service at SMA Harapan 3 Medan that are health education, health consultant, red cross youth, and monitoring of school canteen. Then the attributes were arranged into 10 combinations of health service and gave to 164 students who were selected by stratified random sampling.

The result of conjoint analysis showed the most important attribute is health education 42.96% (the level is done twice a year), then the monitoring of school canteen 24.20% (the level is done once a year), red cross youth 17.36% (the level is class X and XI as member), and health consultant 15.48% (the level is health officers and trained students).

The suggestion of this research is SMA Harapan 3 Medan should organize the health service based on the students’ willingness and to the other researchers who are interested in conjoint analysis to applicate other conjoint analysis methods by using other statistical analysis tools.

Keywords : willingness, conjoint analysis, health service of SMA Harapan 3 Medan